

USIA HISTORICAL COLLECTION

**FINAL  
REPORT**



**Taejon Expo '93**







**Taejon Expo '93**

Commissioner General of the United States  
**TAEJON INTERNATIONAL EXPOSITION, KOREA 1993**

*Office of the Ambassador*

Dear President Clinton and Director Duffey:

It is with great pleasure that I submit to you the final report of the United States' participation at the Taejon International Exposition, Korea 1993.

The Taejon Expo, which ran from August 7 to November 7, 1993, represented the first time in history that a developing country has hosted a full-scale international exposition. With the theme of "The Challenge of a New Road to Development," the Expo focussed on high technology and the environment.

The U.S. exhibition at Taejon, which complimented the Expo's theme, played host to nearly 3 million international visitors—a record for U.S. participation in such expositions. In addition, 30 students from Michigan State University volunteered their time to serve as "student ambassadors," or guides on behalf of the United States Government.

In several important respects, the U.S. presence at Taejon differed from our participation in world expositions of the past. In a historic move, the U.S. exhibit at Taejon Expo was entirely funded by the private sector. With guidance from USIA, more than fifty-five American companies donated the resources necessary to enable the United States to participate in this important international event. This public/private partnership is seen as a promising model for U.S. participation in future international expositions. Most important, by creating this unique partnership, the United States was once again able to demonstrate its dedication and support for the Government of Korea and its people.



I sincerely thank you for the opportunity to serve the Administration as Ambassador and Commissioner General of Section to the Taejon International Exposition, Korea 1993. We believe that our participation in the Taejon International Exposition was a significant contribution to bilateral relations with an important ally and friend.

Sincerely,

A handwritten signature in blue ink, which appears to read 'Terence R. McAuliffe'.

Terence R. McAuliffe

## **ENTRANCE TO THE UNITED STATES PAVILION**



## **A Message from the President of the United States of America**

On behalf of my fellow citizens, I am pleased to welcome you to the United States exhibit at the Taejon International Exposition, Korea, 1993.

As we join in acknowledging the importance of technology and the environment to man's future life on earth, we commend the people of Korea for their leadership in making this exposition an unqualified success.

The EXPO's theme, "The Challenge of a New Road to Development," reminds us that for developed and developing nations alike, one of the most important issues of our time is planning future growth to preserve future life. Technology is a key to this critical endeavor. It has given us the power to understand our world in a new and important way as a single fragile structure that knows no political or geographic boundary. Likewise, technology can lead to solutions that help us meet the challenges of growth.

The United States exhibit explores some of these themes by displaying space technology as a tool for understanding the environment. The exhibit then also presents the cultural and intellectual response of important American artists to environmental issues, and illustrates recycling solutions to some of the problems posed by pollution.

The exhibit is made possible through a unique partnership between the Federal Government and a dedicated consortium of American businesses and interested state and local governments, which have taken the lead and provided full funding for this project.

Again, my congratulations to our good friend and ally, the Republic of Korea, and best wishes to all the countries, organizations and individuals taking part in Taejon EXPO '93.

*Bill Clinton*





*Space Earth Observation Technology—Radiant views of the Earth as seen from space shuttles low orbit passes were intercut with brilliant computer-simulated images presenting the seasonal sequential change of the earth's vegetation patterns, the ocean's temperatures and cloud patterns.*

# Introduction

The Taejon International Exposition, EXPO '93, was celebrated on the centennial of Korea's first participation in an international exposition at the World's Fair in Chicago in 1893. A hundred years ago, Korea's exhibits consisted of limited pottery and armor in an 8-room tile-roofed house. A hundred years later, EXPO '93 was deemed to be a comprehensive Olympics of economics, science, technology and culture, with Korean companies showing off their stunning successes in such high-tech areas as

semiconductors, computers, telecommunications and new materials.

The Taejon EXPO coincided with the first year in office of President Young-Sam Kim, Korea's first freely elected civilian leader in more than 30 years. Democracy has taken root and is flourishing in the Republic of Korea.

For an international exposition, the timing could not have been better. The end of the cold war made it possible for Korea to welcome Bulgaria, Romania, Poland and several other East European countries, as well as China, Russia and other member countries of the Commonwealth of Independent States.

Taejon EXPO '93 was the first official Bureau of International Expositions Expo to be held in a developing country. The Taejon International Exposition Organizing Committee viewed EXPO '93 as a valuable stepping stone to balanced North-South development, narrowing the economic gap between the developing and industrialized nations.

The central theme, "The Challenge of a New Road to Development," with sub-themes "Traditional and Modern Science and Technology for the Developing World" and "Towards an Improved Use and Recycling of Resources" emphasized that EXPO '93 was to be a global festival to reassess the achievements of the past and, at the same time, provide an insight into the future.

One hundred and thirteen countries participated in EXPO '93, and over 14 million visitors (14,005,808) attended the fair between August 7 and November 7 of 1993.



# Background

In June 1990, the Bureau of International Expositions (BIE) approved Korea's proposal for Taejon EXPO '93.

Though the Korean Government strenuously urged the United States to participate, the U.S. Information Agency (USIA), which bears responsibility for United States participation at overseas Expos, was unable to commit to a U.S. presence as long as participation was dependent on federal funding. USIA agreed to facilitate American state, municipal or corporate participation in Taejon as it had done at other expositions for which the federal government did not provide funding.

In September, 1992, Alaska state representatives met with USIA officials to preview an exhibit for Taejon and to ask that USIA designate Alaska the official U.S. representative. USIA responded that though their design was impressive, cost estimates were very low (\$500,000) and supporting funds remained to be raised. Ultimately the Alaska group was unable to identify necessary private sector funding, and withdrew its request for designation.

In November, 1992, the Amway Corporation presented its plan for a 972

square meter exhibition at Taejon. It asked that USIA endorse the plan and name Amway as the lead company in organizing a U.S.

Pavilion. Amway was given a deadline of February 1, 1993 to develop an acceptable exhibition design and to provide assurance of total project funding in order to receive USIA endorsement.

The deadline was met, and on February 19, 1993

USIA and TAERUS (Taejon America Exhibit Representing the United States) Expo Corp., a subsidiary of Amway created for EXPO participation, signed the Memorandum of Agreement. This

**WASHINGTON, D.C. -  
FEBRUARY 22, 1993  
AMWAY-LED AMERICAN BUSINESS  
CONSORTIUM SPEARHEADS  
SUCCESSFUL EFFORT TO BRING U.S.  
PAVILION TO TAEJON EXPO '93.  
U.S BECOMES 112TH COUNTRY  
TO PARTICIPATE IN KOREA'S  
INTERNATIONAL  
HIGH-TECH EXPO,  
AUGUST-NOVEMBER  
1993**

*Formal presentation of Letter of Notification regarding United States participation in Taejon EXPO '93, Taejon International Exposition Organizing Committee Headquarters, Seoul, Korea, February 22, 1993. (Left to right): Tom Eggleston, Chief Operating Officer, Amway Corporation; Ray Burghardt, Deputy Chief of Mission, United States Embassy; Dr. Oh Myung, Chairman, Taejon Exposition Organizing Committee.*



**Rob Davidson, President, TAERUS Expo Corp.; Tom Eggleston, Chief Operating Officer, Amway Corporation; United States Ambassador to Korea, Donald P. Gregg; and David Ussery, President, Amway Korea Ltd. (left to right) following Press Conference on February 22, 1993. United States Embassy, Seoul, Korea.**



agreement authorized TAERUS Expo Corp. to represent the United States at Taejon EXPO '93 and to coordinate the efforts of the private sector. The Director of USIA notified the Ambassador to Korea that the National Security Council had approved U.S. participation in EXPO '93 and that he could advise the Korean Government of our plans to participate.

On February 22, 1993, in Seoul, Korea, U.S. Ambassador to Korea, Donald P. Gregg, announced an agreement between TAERUS Expo Corp., a subsidiary of Amway Corporation, and the United States Information Agency (USIA) in Washington, D.C. to coordinate a consortium of U.S. businesses, states and municipalities in sponsoring the official United States exhibit at Korea's Taejon International Exposition.

The United States participation in Taejon EXPO '93 was unique. For the first time in the history of the United States participation in world's fairs, with the approval and assistance of the United States Information Agency, the United States Pavilion was being organized, managed and funded entirely by the private sector.

As an international corporation with markets in Korea and throughout the Pacific Rim, Amway Corporation saw a need for the U.S. to be among the more than 100 countries participating in Taejon EXPO '93. This view was reinforced by the fact that the United States is Korea's #1 trading partner and Korea is ranked as #7 trading partner for the United States. Working with the American Chamber of Commerce in Seoul, Amway Corporation took the lead with financial support and the formation of a consortium of businesses to sponsor a U.S. Pavilion.

"In keeping with the EXPO's emphasis on technology and the environment, the U.S. Pavilion will feature an exhibit centered on the themes of technology, space, the Earth and recycling," said Thomas W. Eggleston, Chief Operating Officer of Amway Corporation. "More importantly, it signals our long-standing commitment to the people of Korea and to the improvement of U.S.-Korea relations." NEWSREVIEW, March 6, 1993.

On March 19, 1994 Terence R. McAuliffe was named by the White House as Commissioner General of the U.S. Pavilion and in April was accorded the personal rank of Ambassador.



*Dick DeVos, President of Amway Corporation, at a Press Conference on Thursday, June 3, 1993 at the Amway Grand Plaza Hotel in Grand Rapids, Michigan, U.S.A. challenges Michigan businesses to sponsor 30 Michigan State University students who will serve as staff at the U.S. Pavilion at the Taejon International Exposition in Korea, Taejon EXPO '93.*

**GRAND RAPIDS, MICHIGAN -**

**JUNE 4, 1994  
AMWAY LEADING BUSINESS DRIVE TO SEND STUDENTS TO 1993 WORLD'S FAIR IN KOREA**

"Amway established its corporate presence in Korea some years ago," DeVos said. "As a result of our relationship in that country, we were aware of the challenges. . . We saw a need for participation by American companies and we went ahead to see what we could do to help." GRAND RAPIDS PRESS, Friday, June 4, 1993.

In order to provide a first-class exhibit on a budget provided through volunteer funding, the goal was to staff the U.S. Pavilion with students. Rob Davidson, President of TAERUS Expo Corp., contacted Dr. Gill-Chin Lim, Dean of International Studies and Programs at Michigan State University in East Lansing, Michigan, U.S.A. to discuss a strategy whereby Michigan State University students would work to staff the U.S. Pavilion.

Under the direction of Dr. Gill-Chin Lim and Dr. Marilyn Flynn, Director of the

School of Social Work, Michigan State University created a unique overseas internship program that granted a full term of credit to thirty students selected to staff the United States Pavilion at Taejon EXPO '93. All of the students were fluent in more than one language and represented many areas of study including Engineering, International Relations, Political Economy, History, Marketing, Social Relations and Medicine.

The internship program developed by Dr. Marilyn Flynn included an eight-week course in the Korean language and culture prior to the assignment in



*Dr. Marilyn Flynn, Director of Michigan State University School of Social Work, remarked on the unique quality of this kind of partnership between the academic community and a corporation, and noted that the internship was the only one of its kind in the country. Press Conference, Amway Grand Plaza Hotel, Thursday, June 3, 1993.*

Taejon, and a full schedule of undergraduate and graduate course work during the students' stay. Dr. Janet Bell, Dr. Mark Wilson and Dr. Lisa Robinson, faculty members from Michigan State University, implemented the study program in Taejon.



**TAEJON, KOREA -  
JULY 11, 1993  
"U.S. TO FOCUS ON  
RECYCLING TECH"**

"The U.S. participation in the Taejon Expo will highlight its commitment to pursuing technological excellence in recycling resources," said Terence R.

McAuliffe, Commissioner General of the U.S. Pavilion. "Our Pavilion represents the commitment of the American people to pursuing technological excellence in an effort to use and recycle resources for today and the future. Our participation is a symbol of the American people's longstanding friendship with Korea and reflects the strong commitment of the American business community to U.S.-Korea relations," stressed McAuliffe.

"I know that many people were wondering about the U.S. participation, but I will tell you that we are here, we are well-funded, we are excited about what we have put together, and we are looking forward to a great pavilion."

# Expo '93

The official Opening Ceremony of the U.S. Pavilion on August 6, 1993 was attended by over 100 guests. Lee Ryang, Secretary General of the Office of the Commissioner General, opened the ceremony with a statement of congratulations to the United States.

Ambassador Terence R. McAuliffe, United States Commissioner General for Taejon EXPO '93 stated, "The United States is proud to be a part of the Taejon EXPO which stands as a remarkable achievement of the Korean people."

***Commissioner General Terence R. McAuliffe and Lee Ryang, Secretary General of the Office of the Commissioner General.***



***(Center) Nancy Pressly, Curator, Stuart Silver, Project Director, U.S. Commissioner General Terence R. McAuliffe (right) and His Excellency Eugeniusz Wyzner, Ambassador and Commissioner General from the United Nations.***

***John Ratigan, Deputy Chief of Mission and Charge' d'Affaires for the United States Embassy in Korea (right) and guest at Opening Ceremony***



**TAEJON, KOREA -  
AUGUST 7, 1993  
U. S. PAVILION A  
MAJOR SUCCESS**

McAuliffe read a special message from U.S. President Bill Clinton: "As we join in acknowledging the importance of technology and the environment to our future, we commend the people of Korea for their leadership in making this exposition a success."

Other keynote speakers included John Ratigan, Deputy Chief of Mission and Charge' d'Affaires for the United States Embassy in Korea; Robert B. Davidson, Deputy Commissioner General for Taejon EXPO '93 and President of TAERUS Expo Corp.; and Stuart Silver, Project Director/Chief of Design for the United States Pavilion.



Distinguished guests attending the opening included His Excellency and Mrs. W. Petsherin, Ambassador to Korea from Switzerland; His Excellency and Mrs. David Wright, Ambassador to Korea from the United Kingdom; His Excellency Eugeniusz Wyzner, Ambassador and Commissioner General from the United Nations; His Excellency Deog-Ryong Kim, First State Minister for



*His excellency Chul-Su Kim, Minister of Trade, Industry and Energy, and U.S. Commissioner General Terence R. McAuliffe.*



*(Top): Commissioner General Terence R. McAuliffe and His Excellency Deog-Ryong Kim, First State Minister for Political Affairs.*

*(Left to right): Her Excellency San-Sung Hwang, Minister of the Environment. (Center): Jae-Yol Kim, AEA International Business Consultants; and Robert Davidson, U.S. Deputy Commissioner General.*

Political Affairs of Korea; His Excellency Chul-Su Kim, Minister of Trade, Industry and Energy; His Excellency Kye-Ik Lee, Minister of Transportation; and Her Excellency San-Sung Hwang, Minister of the Environment.

Following his viewing of the United States Pavilion, Ted Allan, President of the Bureau of International Expositions stated, "That the United States is here is a victory; the fact that you have a high quality exhibit is a triumph."





# "Renewing Our Earth," The United States Pavilion

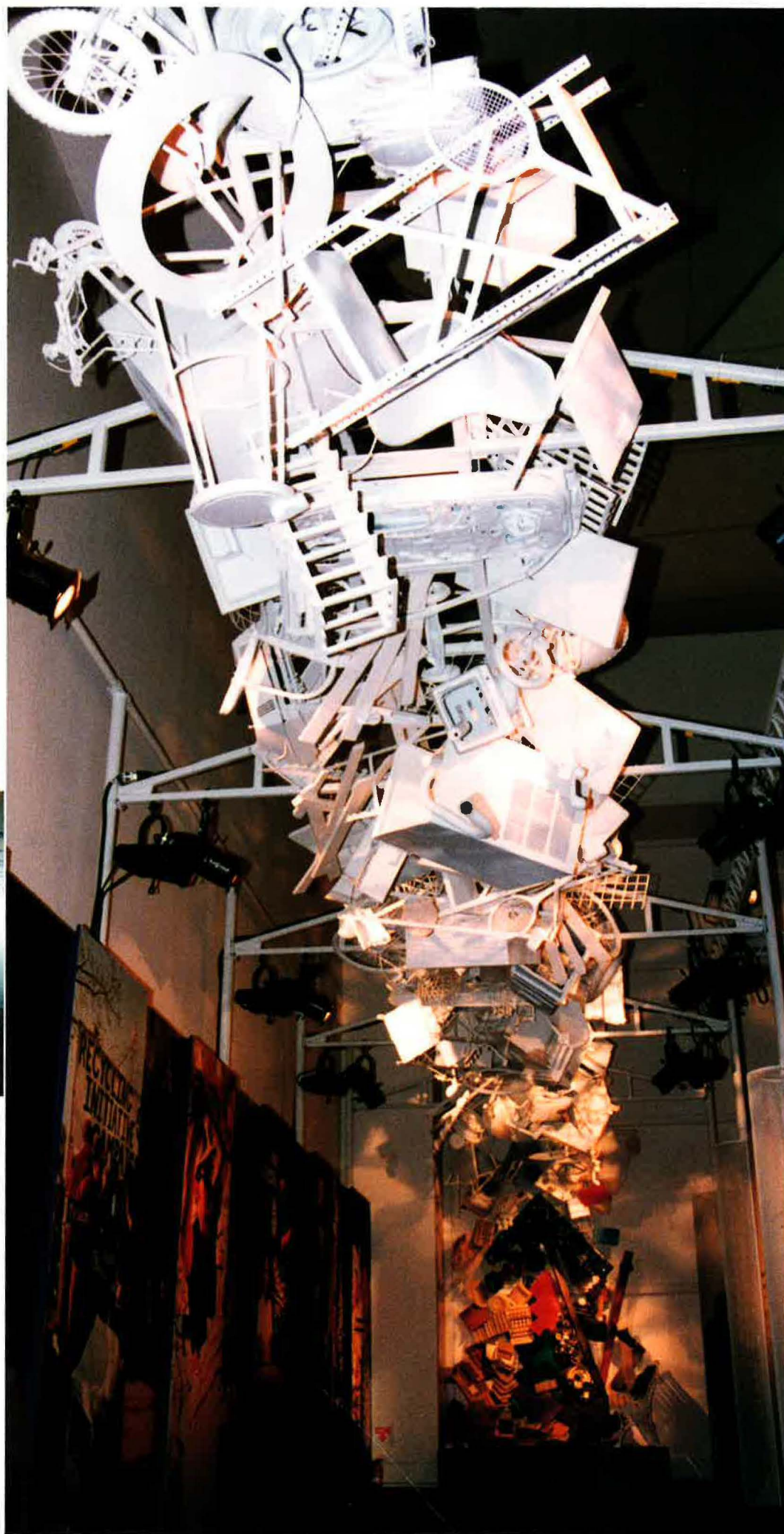
"We've conceived our exhibition as a richly textured sampling of our involvement in environmental and recycling matters, as a nation and as individuals," said Stuart Silver, the United States Pavilion's Project Director and former Design Director of the Metropolitan Museum of Art in New York City. "The theme can be summed up with a quote by Norman Cousins that we use in the exhibit: 'On the way to the moon, man discovered the Earth.'"

Space technology, recycling and the arts were the major exhibits of the United States Pavilion and dramatically illus-



trated the sub-themes of Taejon EXPO '93, "Traditional and Modern Science and Technology for the Developing World" and "Towards an Improved Use and Recycling of Resources."

A visitor's introduction to the Pavilion included a visual statement of greeting by United States President Bill Clinton, a photograph of the President and a view of the Presidential Seal.





### Space Earth Observation Technology—

Upon entering the exhibition, the visitor encountered an earth observation experience. Radiant views of the Earth as seen from space shuttles low orbit passes were intercut with brilliant computer-simulated images presenting the seasonal sequential change of the earth's vegetation patterns, the ocean's temperatures and cloud patterns.

Still images showed the ozone layer, and graphics demonstrated the value of this information gained by American technology in understanding the macro issues of the global environment.



*Ceremonial Arch Honoring Service Workers in the New Service Economy, 1988, Mierle Ukeles. Steel structure with various elements attached. H. 12 feet W. 8 feet 8 inches D. 9 feet. Courtesy Ronald Feldman Fine Arts, Inc., New York (Lent by the artist via the gallery).*

**Recycling and the Environment—**From the darkened first area, the visitor entered the area representing recycling and the environment.

America recycles as a matter of everyday business. A series of displays showing the transformation of overhead "clouds" of symbolic refuse transformed into new products demonstrated American industry's leadership role in the sheer quantity of new products manufactured from recycled materials.

**Individual Responses—**The exhibit of recycled products became the transition into a more formal space for the exhibition of visual arts including photography, painting, drawing, prints, video and sculpture.

Curator Nancy Pressly, former Assistant Director of the Museum Program at the National Endowment for the Arts, selected thirty-two works of art by internationally recognized contemporary American artists, all of which reflected a desire to raise public awareness about environmental issues.

"What is so striking in many of these works, especially in some of the photographs, is how the artists have inserted

an element of strange, haunting beauty into such images as strip mining, a nuclear power plant, a desert fire out of control. . . The intent is not always to dramatize the conflict between man and nature but rather to find ways to mend the rift between nature and culture. . . We are compelled to look at our world and find ways to restore nature's fragile ecologies." (Nancy Pressly)

Artists included in the exhibition were Ashley Bickerton, Peter Goin, David Hanson, Newton Harrison and Helen Mayer Harrison, Julio Larraz, Manual, Richard Misrach, Patrick Nagatani, John



*(Left to right): Dr. Oh Myung, Chairman of the Taejon Organizing Committee and guest; Kevin Allen, Co-Director of the United States Pavilion; Brian Gillen, Protocol Director.*

Pfahl, Robert Rauschenberg, Alexis Rockman, James Rosenquist, Michelle Stuart and Mierle Laderman Ukeles.

"Ceremonial Arch Honoring Service Workers in the New Service Economy," by Mierle Ukeles, was photographed by hundreds of people a day as they stood in front or within the impressive sculpture in the center of the exhibition area.

A record number of visitors viewed the U.S. Pavilion following its opening to the public on Saturday, August 7th. Over 100,000 visitors were recorded in the first 5 days, making this the most successful U.S. Pavilion ever.

The Michigan State University student "Ambassadors of Good Will" greeted visitors at the entrance of the United States Pavilion, made presentations in each of the galleries, and related enthusiastically to all of the visitors. The student hosts were a distinguishing feature of the United States Pavilion. This program set the U.S. Pavilion apart from all the other exhibitors, and the Pavilion received favorable publicity as a result of the student participation.

Major corporate exhibitors at the Pavilion included the Amway Corporation, Sunrider International, Lockheed, AT&T, and General Electric Technical Services

Co. Ltd., Korea. Uncle Joe's Ice Cream and Samna Sports/NIKE were also exhibitors and had retail operations inside the Pavilion.

Within the three months of EXPO '93, 2.9 million persons visited the United States Pavilion, with an average of over 31,000 visitors per day.

The United States Pavilion reflected the commitment of the American people to pursue technological excellence in an effort to use and recycle resources for today and the future. The Pavilion's "message wall," exhibiting the U.S.



*Eco-Echo II 1992-93, Robert Rauschenberg. Sonar-activated motor, bicycle wheel, galvanized steel hardware, street signs, screen printing on aluminum and Lexan with hand painting. H. 88½ x W. 73½ x D. 26½ inches. Lent by Saff Tech Arts.*

Presidential Seal, a photograph of President Bill Clinton and his statement of greeting, has been donated to the EXPO '93 Memorial Museum, established by the Taejon Organizing Committee and to be located in the Peace and Friendship Pavilion in Taejon, Korea.



# Funding

A unique feature of the United States Pavilion at Taejon EXPO '93 was that for the first time in the history of the United States participation in world's fairs, the United States Pavilion was entirely organized, managed and funded by the private sector.

Funding for the United States Pavilion was secured by a fund-raising team consisting of TAERUS Expo Corp., AEA International Business Consultants, Commissioner General Terence R. McAuliffe, and James Ogul of USIA Exhibits Service.



Fund-raising efforts began in November of 1992 and continued throughout the duration of the exhibition. The **Major Sponsor** (\$500,000 and above) was Amway Corporation. **Patron Sponsors** (\$250,000 - \$499,000) included AT&T and Sunrider International. **Donor Sponsors** (\$125,000 - \$249,000) were AEA International Business Consultants; General Electric Technical Services Co., Ltd.,

Korea; and Lockheed. **Friend Sponsors** (\$25,000 - \$124,000) included American International Group, represented in Korea by American Home Assurance and American Life Insurance Company; The Coca-Cola Company; CIGNA Insurance Company; DuPont; Hotel Shilla Co., Ltd.; Pacific Telesis International; NYNEX Corporation; Sea-Land Services; Samna Sports/NIKE. **Contributor Sponsors** (\$10,000 - \$24,000) were Kodak Korea Ltd., Price Waterhouse, and 3M Korea.

**Commissioner General's Club** (\$100 - \$5,000) sponsors included Alcatel Network Systems; American Chamber of Commerce; American President Lines, Ltd.; American Standard Korea, Ltd.; Bankers

Chemical Korea Ltd.; Hardee's; Jeffrey D. Jones; Merrill Lynch Int'l Inc. Seoul Branch; Motorola Electronics & Communications; OB-Seagram Co., Ltd.; Philip Morris Korea Inc.; Samsung Hewlett-Packard; Sandoz Korea Ltd.; Sargent & Lundy; Seoul American Officers' Wives Club; Signetics Korea Co., Ltd.; Texas Instruments Korea; Uncle Joe's; United Technologies Corporation; Vector Marketing Korea Ltd.; Westinghouse Electric (Asia) S.A. - Korea.

**Michigan State University Student Sponsors** (\$5,000 and above) provided funding for room and board and expenses for each Michigan State student host for the duration of the EXPO. Contributors



Trust Company, Korea Branch; Bank of America NT & SA; Bell Helicopter Korea; Brown & Williamson Korea Limited; The Chase Manhattan Bank, N.A.; Citibank, Korea; Clark Forklift Korea, Inc.; Digital Equipment Korea, Inc.; Dow

included Amway Corporation; BDO Seidman; M. Jacob & Sons; Shell Chemical Company, State of Michigan/Michigan State University.



Generous in-kind donations were received by Amway Korea Ltd.; AT&T; The Coca-Cola Company; General Electric Technical Services Co., Ltd., Korea; Hardee's; Hotel Shilla Co., Ltd.; OB-Seagram Co., Ltd.; Samna Sports/NIKE; Sea-Land Services, Inc.; U.S. Eighth Army; U.S. Embassy in Korea; and Wolverine Worldwide.



## BUDGET

### Contribution and Expense Statement

<b>CONTRIBUTIONS</b>	<b>\$3,381,700</b>
<b>EXPENSES:</b>	
Exhibition Costs	2,221,700
Logistics:	
Transportation	278,000
Travel	94,800
Meals/Lodging	194,700
Inland Shipping	124,000
Administration:	
Pavilion	12,800
Staffing Expenses	233,600
Operations:	
Furnishings	3,300
Equipment	28,000
Utilities	9,800
Services:	
Insurance	24,300
Security	28,000
Maintenance	6,900
Public Relations:	
Promotions	75,300
National Day	14,200
Print Materials	32,300
<b>TOTAL EXPENSES</b>	<b><u>\$3,381,700</u></b>
<b>NET INCOME/(LOSS)</b>	<b><u>0</u></b>





# Media Relations

The media coverage of the United States Pavilion and its staff was positive, often based on materials and interviews arranged by the Pavilion staff. Press Conferences were held for the Opening Ceremony of the U.S. Pavilion and the Closing Ceremony, to introduce the student hosts, and to publicize the visits of special guests such as Dr. Gill-Chin Lim, Dean of International Studies and Programs at Michigan State University, Dr. Oh Myung, Chairman of the Taejon Exposition Organizing Committee, and The Honorable James T. Laney, United States Ambassador to Korea, and Mrs. Laney.

Favorable articles regarding Commissioner General Terence R. McAuliffe and the United States Pavilion appeared in CHOSUN ILBO (circ. 2,000,000); SEOUL ECONOMIC DAILY (circ. 200,000); MUNWHA ILBO (circ. 1,000,000); MAEL ECONOMIC DAILY (circ. 500,000); NAE-WAY ECONOMIC DAILY (circ. 200,000); TRANSPORTATION NEWS (circ. 70,000); KOREA TRADE AND BUSINESS; JOONG DO ILBO (circ. 180,000); TAEJON DAILY (circ. 180,000); DAILY SPORTS (circ. 600,000); KOREAN ECONOMIC DAILY (circ. 600,000); DONG-A ILBO (circ. 2,000,000); THE KOREA TIMES (circ. 200,000); THE KOREA HERALD (circ. 180,000); THE TAEJON EXPO NEWS; and WORLD'S FAIR, THE QUARTERLY JOURNAL OF INTERNATIONAL EVENTS.

Additionally, television coverage included Commissioner General Terence R. McAuliffe on MBC, July 9, on the 9 o'clock

news; the USIS Press Conference on August 5, 1993 on KBS-1, 7 o'clock news; U.S. National Day on October 17, 1993 on KBS-2, Expo News; KBS-1, 7 o'clock news; and a News Story on AFKN. The United States Pavilion was also featured in broadcasts on Korean national television.

## Special Events

**Michigan State University Day, August 20, 1993**—Dr. Gill-Chin Lim, Dean of International Studies and Programs at Michigan State University, hosted a reception for all graduates of Michigan State University living in Korea. Visitors included high-ranking Korean government officials, business executives and educators, among them Dr. Shim, President of Korea National University of Education, and the Mayor of Taejon, Hong-Chul Yeum. Dr. Oh Myung,

*(Below) Dr. Oh Myung, Chairman of the Taejon Organizing Committee, greeting Michigan State University graduates.*

*Dr. Gill-Chin Lim, Dean of International Studies and Programs, Michigan State University.*



*(Above right) Hong-Chul Yeum, Mayor of Taejon.*

Chairman of the Taejon EXPO Organizing Committee, also attended the event.

**One Millionth Visitor, September 14, 1993**—Mrs. Jung-Sook Lee was the one millionth visitor to the United States Pavilion. Mrs. Lee, a housewife from Seoul, was presented with an official uniform and made an honorary member of the U.S. Pavilion Staff. Mrs. Lee also received representative gifts from the U.S. Pavilion.





**U. S. National Day, October 17, 1993—** Activities for National Day were sponsored by Amway Korea Ltd., and began with an opening ceremony at the Tower of Great Light attended by officials from the Taejon EXPO Organizing Committee and the Guests of Honor from the United States. The EXPO Band first played the United States National Anthem followed by the Korean National Anthem and accompanied by the Official Flag Raising Ceremony for both countries led by Chairman Oh Myung and Ambassador



Following the official program, a ceremony was held at the Korean Government Pavilion dedicating a living tree to the Taejon EXPO Organizing Committee as a gift to the Committee and to Korea from Amway Korea Ltd. This ceremony launched Amway Korea's "For the Love of Trees" program, designed to teach primary school children the importance of protecting the environment. Chairman Oh Myung, Government Representative Lee Ryang, Commissioner General Terence McAuliffe, and David Ussery, President and Representative Director of Amway Korea Ltd., participated in the ceremony along with primary school children from Eumsung province.

*David Ussery, President and Representative Director of Amway Korea, Ltd.*



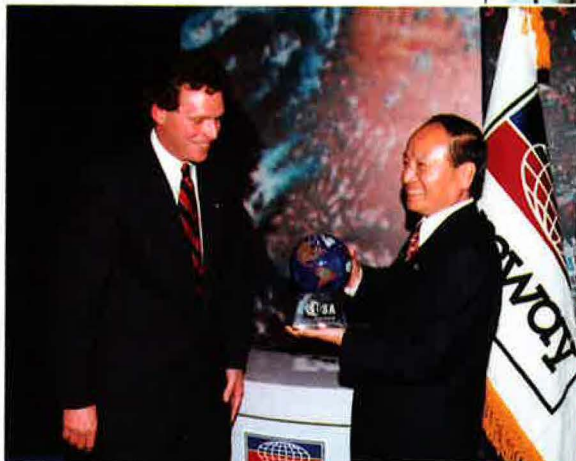
Terence R. McAuliffe. The featured speaker and United States Guest of Honor was Ambassador Terence R. McAuliffe, U.S. Commissioner General to EXPO '93. McAuliffe noted in his speech, "It is indeed a great tribute to the American spirit that the United States is participating in Taejon EXPO. Without the solid commitment of the Clinton Administration and the private sector, U.S. participation at Taejon EXPO '93 would not have been possible."



*David Ussery; Terence R. McAuliffe; Korean Government guest; Mrs. McAuliffe, Patric J. Sullivan, U.S. Deputy Commissioner General; and Korean Government guest at Korean Government Pavilion following tree dedication on National Day.*



Following a luncheon hosted by the Taejon Organizing Committee, Commissioner General Terence R. McAuliffe and David Ussery, President and Representative Director of Amway Korea Ltd., hosted a VIP tour and reception at the U.S. Pavilion for Dr. Oh Myung, Chairman of the Taejon Organizing Committee, and a group of distinguished guests. During this event, a gift was pre-



sented to Dr. Oh Myung from the United States and Amway Korea Ltd., a crystal clear globe, crafted by artist James Lundberg and incorporating two of the themes represented in the United States Pavilion, the earth as seen from space and an artistic statement about the environment and the earth. An official presentation of trees to Korean government officials was made by the school children from the Eumsung Province.



*(Left to right) Patric J. Sullivan, U.S. Deputy Commissioner General, and The Honorable James T. Laney, Ambassador to Korea.*

The U.S. National Day Cultural Performances were held in The Expo Theatre and included the U.S. Eighth Army Band, the United Nations Command/U.S. Eighth Army Honor Guard Company Drill Team, Yongsan Chapel Gospels, and The Knights of Passion jazz group. Following the cultural events, a reception was held at the Peace and Friendship Pavilion where everyone enjoyed the music and excellent food. Over 800 American guests and hundreds of Korean guests attended the U.S. National Day ceremonies and events.

**Visit of The Honorable James T. Laney, American Ambassador to Korea, and his wife Berta Joan Radford Laney, October 26, 1993**—Ambassador Laney and Mrs. Laney toured the U.S. Pavilion, and the Canadian, Japanese and Korean Government pavilions. Ambassador Laney commented, "We were impressed with the remarkable achievement of having put together a United States Pavilion on such short notice and under such severe constraints. We congratulate you and share pride in what you have achieved."

Following the Laney's' tour of EXPO '93, Dr. Oh Myung, Chairman of the Taejon Organizing Committee, hosted a dinner for Ambassador Laney.



### Corporate Days

NIKE, one of the sponsors, celebrated their "Corporate Day" with a "Slam Dunk" basketball display outside the U.S. Pavilion. The day included a reception held in the VIP Lounge.

Amway Korea Ltd., the major sponsor for National Day, held an "Amway Employee Day" with approximately 80 employees and their families enjoying the fun and activities at EXPO '93. Their focal meeting point was the U.S. Pavilion.

Lockheed, a Pavilion exhibitor, held Corporate Day touring the EXPO with their top executives and using the U.S. Pavilion as their base.

### Student Highlights

Michigan State University student Kelly Powis won First Place in the Women's Division of a 5 KM run for EXPO staff.

Other Michigan State University students participated in a "Clean Up the World" Day, a special program designed for Korean volunteers, entertainers, and a special request for foreign nationals. The U.S. Pavilion was the only foreign pavilion to participate and a photo of the American groups was published in the EXPO NEWS.

**United States Pavilion Co-Director Marilyn Sullivan and William Maurer, Public Affairs Officer for the U.S. Embassy in Korea.**



**Kelly Powis, Michigan State University student and winner of the 5KM run.**

Three Michigan State University students, Michael Lufkin, Ted and Shalee Rancour participated in the Flag Ceremony which officially closed Taejon EXPO '93.

### Distinguished Visitors

The U.S. Pavilion was visited by many leaders of government, education and industry from countries throughout the world. Korean dignitaries included Dr. Oh Myung, Chairman, Taejon International Exposition Committee; Mr. Lee Ryang, Secretary General of the Office of the Commissioner General; His Excellency Chang-yoon Choi, Korean Minister of Government Administration; His Excellency Deog-Ryong Kim, First

Minister for Political Affairs; His Excellency Wan-Sang Han, Deputy Prime Minister for Unification; His Excellency Chul-Su Kim, Minister for Trade, Industry and Energy; Her Excellency San-Sung Hwang, Minister for the Environment; Congressman Ghee-Ho Jung, Member of the National Assembly; His Excellency Chong-Ha Yoo, Korean Ambassador to the United Nations; His Excellency Hyung-Hong Lee, Acting Ambassador from South Korea to Romania; His Excellency Won-Gi Kwon, Vice Minister of Science and Technology; His Excellency Jae-Hee Oh, Minister of Foreign Affairs; Mr. Jae-Chang Kim, Deputy Commander in Chief, Republic of Korea-United States Combined Forces; Mr. Woun-Yong Kim, Vice President of the International Olympic Committee; Mr. Chan-Kyung Park, former Minister of Government Administration; Mr. Young-Rae Kim, former Mayor of Seoul City; and General Ki-Baek Lee, former Korean Defense Minister.

Dignitaries from other countries included Dr. Odon Kiraly, Deputy Commissioner General from Hungary; Madame Camille Guilbault, Commissioner General from Canada; Ioan Dan Popescu, Commissioner General from Romania; His Excellency Tursunbek Chyngyshev, Prime Minister of Kyrgyzstan; His Eminence Cardinal Arthur Schoka, Representative for Pope John Paul II; Mrs. Clarkson-Smith, Deputy Commissioner General from the United Kingdom; His Excellency Olgert Pavlovskis, Minister of Trade for Latvia; His Excellency Roumen Bikov, Minister of Industry for Bulgaria; His Excellency Colin Barnet, Minister of Resources and Development for Australia; Mr. Yue Zude, Commissioner General of the China Pavilion; Mr. Juri Pedai, Deputy Commissioner General for Estonia; Dr. Jean Visner, Commissioner General for the United Nations Pavilion; The Honorable Terry E. Bronstad, Governor of Iowa, U.S.A; His Excellency B.M. Oza, Ambassador from India to Korea; His Excellency Mr. Mphomalie, Minister of Information and Broadcasting for Lesotho; Dr. Wichit Srissan, Secretary Ministry of University Affairs for Thailand; and His Excellency H. E. Pedris, Ambassador from Sri Lanka to Korea.



# Staff

**Ambassador Terence R. McAuliffe**, Commissioner General for the United States to EXPO '93—Mr. McAuliffe was appointed U.S. Commissioner General to Korea's Taejon International Exposition on March 19, 1993. Mr. McAuliffe is

and venture capital fund-raising firm. He is also Vice Chairman of the Board of Federal Capital Bank, N.A. Washington, D.C., and the founder and president of several real estate related entities, including American Capitol Management Company, Diamond Management Company and Columbia Land & Development Company.

**Robert B. Davidson**, Deputy Commissioner General to Taejon EXPO '93—Robert Davidson, President and Project Coordinator of TAERUS Expo Corp., was appointed by Commissioner General Terence R. McAuliffe.

**Patric J. Sullivan**, Deputy Commissioner General to Taejon EXPO '93—Patric Sullivan, United States Exhibit Project Director, was appointed by United States Commissioner General Terence R. McAuliffe.



**Stuart Silver, James Ogul, USIA Taejon Project Coordinator, Nancy Pressly, and Robin Parkinson, Senior Associate, Stuart Silver & Associates.**

founding partner of the law firm McAuliffe, Kelly & Raffaelli with offices in Washington, D.C., U.S.A.; Los Angeles, California, U.S.A.; and Reno, Nevada, U.S.A., as well as the founding partner of McAuliffe & Kelly, a financial services

As President of TAERUS Expo Corp., a subsidiary of Amway Corporation in Ada, Michigan, U.S.A., Mr. Davidson was the liaison to the American Chamber of Commerce in Korea, the United States Information Agency in Washington, D.C., U.S.A. and Amway Corporation in Ada, Michigan, U.S.A. to formulate the terms for the presence of the United States Pavilion at Taejon EXPO '93.

Deputy Commissioner General Davidson also organized a fund-raising campaign among over fifty United States corporations and the State of Michigan to raise non-federal funding for the support of the United States Pavilion. In addition, he chaired the Taejon EXPO Project Team at Amway Corporation, worked with U.S. Pavilion Project Director Stuart Silver, and with Dr. Marilyn Flynn of Michigan State University.

As Project Director, Mr. Sullivan coordinated the fund-raising efforts to support the staff of Michigan State University students at the U.S. Pavilion, and directed the day-to-day operations of the United States Pavilion.

**James Ogul**, United States Information Agency Taejon Project Coordinator—Jim Ogul, with experience at six previous U.S. Pavilions, served as USIA interface with TAERUS Expo Corp., Amway Corporation, the AEA International Business Consultants, and Ambassador Terence R. McAuliffe. He prepared the Memorandum of Agreement with TAERUS Expo Corp., provided consultation and oversight for the U.S. Pavilion, assisted with private sector fund-raising and coordinated agency administrative matters for Ambassador McAuliffe.

The U.S. Pavilion also received support from Mr. Steve Sinclair and Mr. Michael Schneider of USIA Bureau of Policy and Programs and Richard Werksman of USIA Office of General Counsel.



**Pavilion Directors**

Kevin Allen, Marilyn Sullivan

**Protocol Director**

Brian Gillen

**Financial/Cultural Director**

Yong-Hak Lee

**Engineer**

Jonathan Tulip

**Volunteer/Translator**

Jim and Debra Kobb

**Final Report**

Kati Boland, Marilyn Sullivan

**Administrative Staff, United States  
Project Director**

Sally Frazee, Amway Corporation

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Amway Corporation:

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J. Muzutani, D. Pruis, P. Rutowski,  
C. Sanborn, K. Savage, G. Schroeder,  
D. Sullivan, G. Sumihiro, Y. Takagi,  
K. Wing, J. Zuidema

**Coordinator, Washington/West Pacific  
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Y. H. Lee, Amway Korea Ltd.

**Michigan State University**

Dr. Gill-Chin Lim, Dean of International  
Studies and Programs

Dr. Marilyn Flynn, Director, School of  
Social Work

Dr. Janet Bell

Dr. Mark Wilson

Dr. Lisa Robinson

**Michigan State University Student  
Host/Scholars**

Chris Biretta

Donald Booth

Daniel Carlson

David Chong

Marianne Donohue

Andrew Erhardt

Vincent Frillici

Janine Griggs

Katherine Humenick

Heidi Kameron

Insuk Lee

John Lee

Kyu Lee

Susan Lee

Teresa Leppanen

Sarah Lindenau

Christine Long

Michael Lufkin

Bethany McAllister

Ronette Mechura

Aron Mefford

Holly Nakfoor

Ji Young Park

Monique Pierre

Aaron Potvin

Kelly Powis

Shalee Rancour

Theodore Rancour

Normal Smihal

Rebekah Turner

**Exhibit Management, Fabrication,  
Installation**

Ray Armor, Richard Mavity,

Robert Rathe

Rathe Productions, Inc., New York, NY

**Art Exhibition Curator**

Nancy L. Pressly

Washington, D.C.

**Art Catalogue Design**

Service Station,  
New York, NY

**Audio Visual Design**

Claire Marino, Inc. Sherbrook, MA

**Exhibit Text**

Bob Charain

Amagansett, NY

**Art Handlers**

Wendy MacGaw

ArtPack Service, Inc.

Farmington Hills, MI

**Amway**

Corporation Exhibit

David Wolfe

Associates, Inc.

Grand Rapids, MI

**Public Relations**

Merit

Communications

Seoul, Korea

# Consultants

**United States Pavilion Concept and  
Design**

Robin Parkinson, Stuart Silver

Stuart Silver & Associates, Scarsdale, NY



*Commissioner General Terence R. McAuliffe  
and Michigan State University student,  
Ronette Mechura*



## COUNTRIES REPRESENTED AT TAEJON EXPO '93

### Independent Pavilions

Australia  
Republic of Austria  
Kingdom of Belgium  
Federative Republic of Brazil  
Negara Brunei Darussalam  
Republic of Bulgaria  
Canada  
Republic of Chile  
People's Republic of China  
Republic of Colombia  
The Czech Republic  
Kingdom of Denmark  
Arab Republic of Egypt  
Republic of Finland  
French Republic  
Federal Republic of Germany  
Holy See of the Roman Pontiff  
Republic of Hungary  
Republic of India  
Republic of Indonesia  
Islamic Republic of Iran  
Italian Republic  
Jamaica  
Japan  
Malaysia  
Mongolia  
Kingdom of Morocco  
Kingdom of the Netherlands  
New Zealand  
Kingdom of Norway  
Islamic Republic of Pakistan  
Republic of Panama  
Republic of Peru  
Republic of Poland  
Republic of Portugal  
Romania  
Russian Federation  
Kingdom of Saudi Arabia  
The Slovak Republic  
Spain  
Democratic Socialist Republic of Sri Lanka  
Kingdom of Sweden  
Swiss Confederation  
Kingdom of Thailand  
Republic of Tunisia  
Socialist Republic of Vietnam  
United Kingdom  
United States of America

### African Multinational Pavilion

Republic of Benin  
Republic of Botswana  
Republic of Cameroon  
People's Democratic Republic of Ethiopia  
Gabonese Republic  
Republic of Ghana  
Republic of Kenya  
Kingdom of Lesotho  
Republic of Namibia  
Republic of Senegal  
Kingdom of Swaziland  
United Republic of Tanzania  
Republic of Uganda  
Republic of Zaire  
Republic of Zambia  
Republic of Zimbabwe  
Federal Republic of Nigeria

### Asia Multinational Pavilion

People's Republic of Bangladesh  
Union of Myanmar  
Kingdom of Nepal

### Baltic Multinational Pavilion

Republic of Estonia  
Republic of Latvia  
Republic of Lithuania

### Caribbean Multinational Pavilion

Antigua and Barbuda  
Montserrat  
Barbados  
Commonwealth of Dominica  
Dominican Republic  
Grenada  
St. Lucia  
Federation of Saint Christopher and Nevis  
Saint Vincent and the Grenadines  
Republic of Trinidad and Tobago

### Central and South American Multinational Pavilion

Belize  
Republic of Bolivia  
Republic of Ecuador  
Republic of Nicaragua

### Multinational Pavilion

Azerbaijan Republic  
Belarus  
Kyrgyzstan  
Kazakhstan  
Moldova  
Turkmenistan  
Ukraine  
Uzbekistan

### Middle East Multinational Pavilion

Democratic People's Republic of Algeria  
Hashemite Kingdom of Jordan  
Islamic Republic of Mauritania  
Republic of the Sudan

### South Pacific Multinational Pavilion

Cook Islands  
Republic of Fiji  
Republic of Kiribati  
Republic of Marshall Islands  
Federated States of Micronesia  
Papua New Guinea  
Solomon Islands  
Kingdom of Tonga  
Tuvalu  
Republic of Vanuatu

### United Nations Multinational Pavilion

United Nations  
International Olympic Committee  
Africa Development Bank  
Asia Development Bank  
European Community Multinational Pavilion

